

## ORDER



**Orders**  
**Order / Rev:** 197167  
**Alt Order #:** 06839733  
**Product Desc:** 8/14-8/20 SCOTT RIGELL  
**Estimate:** 2724  
**Flight Dates:** 08/14/12 - 08/20/12  
**Original Date / Rev:** 08/08/12 / 08/08/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** American Media & Advocacy Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Rigell for Congress (R)  
**Demographic:** A35-64  
**Product Codes:** PL1  
**Priority:** P2  
**Revenue Codes:** AGY, REG, REG

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** SP10547  
**Agency External ID:** IN16043/SP10305

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	6	\$1,475.00	\$1,253.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	6	\$1,475.00	\$1,253.75	0.00
<b>Totals</b>	<b>6</b>	<b>\$1,475.00</b>	<b>\$1,253.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	11%	\$1,475.00
Market	100%	\$13,409.09

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	41%	\$5,497.73
WGNT	1%	\$134.09
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	21%	\$2,815.91
WTVZ	2%	\$268.18
WVEC	24%	\$3,218.18

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/18/12	08/18/12	MLB on Fox MLB on Fox	CM	MLB on Fox	-----S-	:30	2	\$350.00	P1	0.00	NM	2	\$700.00
FOX SATURDAY BASEBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	-----S-		2		\$350.00		0.00					
E 2	WVBT	08/18/12	08/18/12	Sa 1045-11p Fox Sportswrap Sat	CM	1045-11p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00

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Estimate: 2724

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
SPORTSWRPWKND													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	-----S-		1		\$300.00			0.00		
E 3	WVBT	08/19/12	08/19/12	Su 1045-11p	CM	1045-11p -----S	:30	1	\$300.00	P2	0.00 NM	1	\$300.00
				Fox Sportswrap Sun									
SPORTSWRAPWKND													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	-----S		1		\$300.00			0.00		
E 4	WVBT	08/14/12	08/17/12	M-F 9-10a	CM	9-10a -TWTF--	:30	1	\$75.00	P2	0.00 NM	1	\$75.00
				The Nate Berkus Show									
NATE BERKUS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	-TWTF--		1		\$75.00			0.00		
E 5	WVBT	08/20/12	08/20/12	M-F 12-1p	CM	12-1p M-----	:30	1	\$100.00	P1	0.00 NM	1	\$100.00
				America's Court									
SWIFT JUSTICE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		08/20/12	08/26/12	M-----		1		\$100.00			0.00		
											Totals	6	\$1,475.00